

WASHINGTON OBSERVER

NEWSLETTER

"Search for the truth is the noblest occupation of man; its publication is a duty." —MME. DE STAEL

P.O. Box 1306

Torrance, Calif. 90505

Dear Loyal Subscriber:

September 15, 1976

We have been through a lot together. For our part, WO has tried to supply you with the best "news" letter in the world for a very modest price. You have reciprocated by renewing your subscription when it came due and by helping us out of a few financial rough spots.

Now, here is some important news that I have mixed emotions about: WASHINGTON OBSERVER NEWSLETTER, as an independently-published periodical, now belongs to history.

Yes, effective immediately, WO is changing its format from a semi-monthly letter covering important news not generally found in the establishment press to a quarterly report on investments, money and survival, and it will come to you as part of THE AMERICAN MERCURY, bound inside the magazine as a separate section.

Of course, this major step has not been taken lightly. For the past months we have considered possible alternatives to problems which have become greater with every passing week. The arrangement we have come up with has both positive and negative aspects, but we believe that you will agree that all in all, it is much for the best.

What are the reasons for making a radical change? First of all, rapidly-increasing costs. It is financially impossible for WO to continue to supply the high-quality, exclusive news we are famous for and to meet the escalating cost of postage, plus other increased expenses, at the present low subscription rate. Second class postage alone has gone up 50% in the past year. Our five year struggle with the IRS has cost us thousands. (Incidentally, we finally won! You'll be hearing the details later.)

Another factor which has hit us recently is that of competition. Although there is no other newsletter remotely as good as WO for readers who want hard-hitting, factual coverage of significant, little-known developments, since the initiation of the newspaper published by Liberty Lobby--THE SPOTLIGHT--we have noted our renewals decline as our new subscriptions became harder to get.

It is easy to see why. THE SPOTLIGHT is head and shoulders above any other news publication in America in presenting exclusive coverage of news ignored (or not known) by the establishment media. In many instances--such as the Carter cocaine scandal--THE SPOTLIGHT covers the same stories we do, but its newspaper format gives much more space for detail, permits use of photographs and does it weekly. Furthermore, the subscription price of this 20-page, 52-times-a-year newspaper is only \$12, whereas the 4-page, 20-times-a-year WASHINGTON OBSERVER--with the MERCURY added--is \$15 per year.

That's the bad news. Now let me give you the good news. We've decided that since we can't lick 'em, we'll join 'em!

Yes, we have been able to make arrangements with Liberty Lobby to send you THE SPOTLIGHT for the proportional amount of time equal to your unexpired subscription to WO!

This assumes that you are not a subscriber to SPOTLIGHT already. In case you are, your subscription will be extended by the dollar amount of your unexpired subscription to WO.

And if you happen to be a member of the Board of Policy of Liberty Lobby and thereby entitled to a no-renewal SPOTLIGHT subscription, then we will extend your subscription to THE AMERICAN MERCURY for the length of time equal to the dollar amount of your unexpired WO subscription.

I can't tell how many times that patriots have suggested that we join forces with other patriotic organizations. Unity has been the keynote of conservatives and anti-communists for as long as I can remember. Still, the various groups and publications have proliferated. Our merger of WO with THE SPOTLIGHT will come as welcome news to many of you.

However, there is more good news than that. As mentioned earlier, in spite of our arrangement with Liberty Lobby to fulfill your subscription to WO, you will continue to receive a new-style WASHINGTON OBSERVER as part of your subscription to the MERCURY. The new WO will be added to and bound into MERCURY and mailed to you as a supplement to the magazine.

Thousands of investors are currently paying up to \$500 each year for a newsletter giving advice on investments and survival, such as Dow Theory Forecasts, Moneyline, Myers Finance & Energy, The Harry Schultz Letter, The Dines Report, The Holt Investments Letter, and many, many others. They are all expensive; some are right sometimes and others are right other times. None we know of have been right all the time. In other words, no matter how much you pay for an investment newsletter, it is bound to be wrong some of the time. It is easy to lose more money than you make by relying on the advice of a financial newsletter, no matter how much you pay for it.

The new WO will follow a different track. I won't tell you anything more at this time, but I promise you that you will find it well worthwhile and probably worth as much to you in terms of dollars and cents than any financial letter on the market. You will receive the first issue of the new WO about December 1, bound into the MERCURY.

And best of all, the new arrangement will permit us to actually REDUCE the present subscription price! Yes, effective immediately, the price for the MERCURY will be only eight dollars per year-- a full seven dollars less than now!

I trust that you will agree that our decision—which has been a hard one—is for the best. It is difficult for us to realize after all these years and after the many dramatic stories and incidents that have marked the life of WO that it is now a thing of the past. But surely unifying our energies under a common banner and avoiding needless duplication and waste is bound to be a forward step, is it not? And we also must hope that you will approve of the "new" WASHINGTON OBSERVER after you see it.

And finally, we trust that you will not become so attracted to THE SPOTLIGHT and Liberty Lobby that you will forget us. To try and guarantee that this does not happen we will continue to publish the best magazine in the world, THE AMERICAN MERCURY, and to publish some of the best titles in the English language through The Noontide Press.

Yours, for America,



LaVonne D. Furr
Managing Editor